

Attitudes of Resort Hotel Managers toward Climate Change Adaptation and Mitigation Practices, Bishoftu, Ethiopia

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Abstract : This study explored the attitudes of hotel managers toward climate change adaption and mitigation practices in resort hotels located in Bishoftu town, Ethiopia. Weak resource management in the area causes serious environmental problems. So sustainable way forward is needed for the destination in order to reduce environmental damage. Six resorts were selected out of twelve resort hotels in Bishoftu City by using the systematic sampling method, and a total of fifty-six managers were taken for the study. The data analyzed came from self-administered questionnaires, site observation, and a short face-to-face interview with general managers. The results showed that 99% of hotel managers possess positive attitudes toward climate change adaptation and mitigation practices. But they did not show a high commitment to adopting all adaptation and mitigation practices in their hotel's actions and day-to-day operation. Key adoption influencing factors identified were: owners' commitment toward sustainability, the applicability of government rules and regulations, and incentives for good achievement. The findings also revealed that the attitudes of resort hotel managers toward climate change adaption and mitigation practices are more significantly influenced by their social factors, such as level of education and age, in this study. The study demonstrated that in order to increase managers' commitment and hotels become green: government led-education and training programs, green certification actions, and application of government environmental regulation are important.

Keywords : climate change, climate change adaptation and mitigation practices, environmental attitude, resort hotels

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